



## **Role of Co-operative Work Environment in Team Building and Enhancing Employee Productivity: In reference to Indian Start-up Firms**

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### **Abstract**

With the passage of time and beginning of an advance and upgraded business culture, many new age entrepreneurs are willing to fulfil their dreams in the form of Start-Ups. Start-Ups have gradually made a prominent mark on the face of Indian commerce. The sharks of Indian Commerce have started seeing them as a tough competitor. These types of business set-ups are well-aware about the current customer demands and choices and they also have updated technologies. In the earlier type of business set ups the organisation heads were not so bothered about the concepts like team-building and work co-operation. But with the due course of time, the method of doing work in an organisation has completely changed. These new types of business ventures know the importance of the concepts like team building, co-operative work environment and employee productivity. Young age entrepreneurs believe in creating a work culture which can bring employee loyalty and co-operation among each other to boost their productivity and encourage them to remain in the organisation as a loyal employee. As the time is changing the work culture is also evolving. The entrepreneurs of today's time respect their employees and care about their opinion and views. They try to create an environment where employees are working in a team rather individually. They believe that a happy employee will always put their best efforts in making the business flourish and a positive environment will help in enhancing the work productivity and make a successful growth of that business. Under this research article, the importance of developing a co-operative environment in a work space has been highlighted and how the new start-ups have given primary importance to team-building and enhancing work productivity are the concepts which have been discussed in detail. The entire research article will be based on the secondary data taken from the relevant research journals and books. The success rate of the start-ups will be shown through the graphs taken from the internet sources & newspapers.

**Keywords:** Team Building, Co-Operative Environment, Start-Up, Business Culture, Work Productivity.

### **1. Introduction**

Start-ups are considered as a future of the Indian commerce. They are created by many new ignited minds that are willing to build their dreams in to a firm structure and create an atmosphere where their fresh ideas can generate success to them and contribute into the country's economic growth. These business ventures are developed by new generation entrepreneurs who are filled with Updated ideas. They know the importance of big opportunities and a positive environment which they should maintain in their offices to acquire success. These new age entrepreneurs want to work in a cordial and friendly manner with their employees rather treating them as only their

subordinates. They believe that now days, employee productivity depends upon the kind of treatment they are getting from their work place. In today's time entrepreneurs are looking forward to build teams and encouraging and motivating them to work for the betterment of the organisation. This research article will highlight the importance of team building and how Indian start-ups are working to create a co-operative environment to build employee productivity and employee loyalty towards the organisation.

#### **1.1 What is Team Building?**

Team Building is a concept of collecting group of people together and motivates them to work for a

particular reason or an organisation. "Team" is a concept where a particular person considered as a leader who motivates and encourages few people to work together for a definite cause or an organisation. Team Building consists of activities and multiple tasks which a motivator or a leader undertakes for accomplishment of a specific task. Team work creates an ambience where people who are being selected for accomplishing a task obtain a feeling of encouragement and zeal to put their best efforts to improve them. They try to deliver their best performance and this enthusiasm encourages them to acquire best results. Overall, team building is a concept which has been adapted very frequently in every organisation to achieve best results and avail employee loyalty [1].



**Figure 1** Pic. Courtesy: Google

## **1.2 Work Culture of Indian Start- Ups**

With the up gradation of new technologies and business techniques the Indian commerce is also evolving gradually with time. Now, many young minds have come up with the new ideas & strategies which are called as start-ups. These Start-ups are generally considered as the future of the Indian commerce as they are contributing a large amount in India's GDP growth. Start-up Culture has boosted a type of work environment which was non-existent in the Indian business firms earlier. They promulgated the concepts like employee-motivation, team building, and work co-operation and employee loyalty. Start-ups believe in not working alone but in a team and also giving their employees a better chance to deliver their opinions and views without any inhibition. These start-up

firms have adapted a co-operative environment and tried to acquire their employee loyalty towards their firm. In this process, they have initiated various activities like (Figure 1):

- 1. Communication and Interpretation Activities:** Birthday Line ups, blind Drawing, Charades, etc.
- 2. Problem Solving Activities:** Flip it over, Human Knot, Helium stick, etc.
- 3. Trust Building:** Blindfold Challenge, Frostbite, Tied Together, etc.
- 4. Innovative Thinking:** Coin Logo, Sell It, Magazine Story, Shark Tank, etc.
- 5. Relationship Building:** Mystery Dinner, Winner/Loser, Sneak a Peak [2].

## **1.3 Reflection of co-operative Environment on the Employees' Productivity**

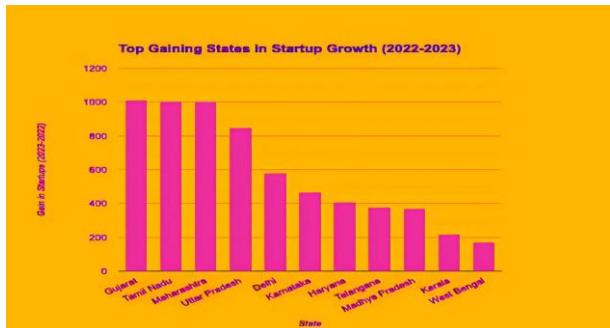
Employees are considered as a foundation stone of any organisation. A happy climate of a workplace always contributes in improving their productivity. Co-operative work culture is necessary for building a strong and fearless working crowd for any organisation. The reflection of the co-operative environment on the workers proves to be beneficial for their Performance in the organisation in a various way. Such as:

- Reduces the absenteeism of the workers from the organisation.
- Improves their performance level.
- Increases their productivity.
- It helps in accomplishing the organisational goals.
- Participative leadership helps in acquiring better opinions and views & improves the success rate of the organisation.
- Better performance and improvement in the zeal to work because of the fearless environment.
- Helps in co-operative relationship building.
- It improves employee loyalty and builds their commitment towards the organisation.
- It boosts employee's job satisfaction level.
- Improves self-confidence in employees.
- Work for the psychological well- being of the workers.

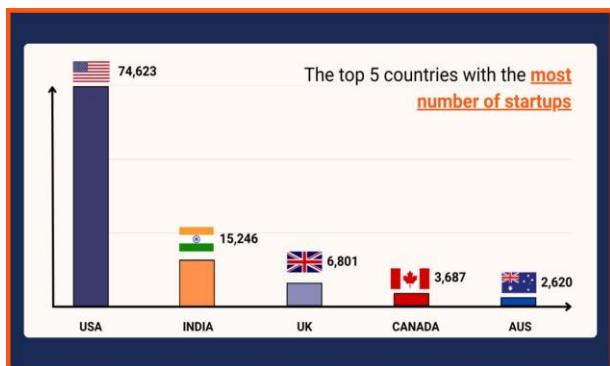
- Workers feel valued and worthwhile for the organisation.

Overall, a co-operative environment promotes the creativity of the employees and also builds an inclusive work culture [3-6].

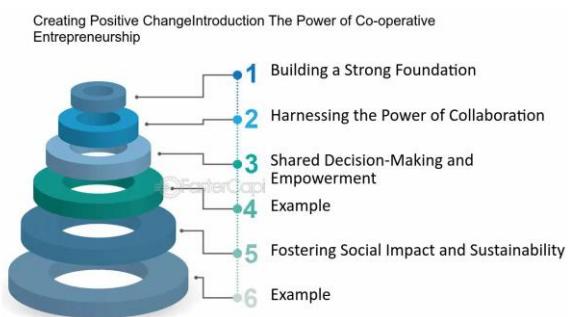
#### 1.4 Data on the Success on the Indian Start-ups



**Figure 2 Showing the Top Gaining States in Start-ups Growth (2022-2023) Data Taken From TICE**



**Figure 3 Showing the Top 5 Countries with the Greatest Number of start-ups. Data Taken from Start-up Talky. Com**



**Figure 4 Showing Positive Change due to Co-operative Entrepreneurship. Picture Courtesy: fastercapital.com**

## 2. Results

### Figure 2: Top Gaining States of Start-up Growth are: (2022-2023)

Gujrat, Maharashtra and Tamil Nadu is on the top with 1000 points, Uttar Pradesh is on 806 points, Delhi is on 412 points, Karnataka is on 406 points and (Haryana, Telangana, Madhya Pradesh, Kerala & West Bengal) are leading below 400 points.

### Figure 3: To 5 Countries Showing the Greatest Number of Start-Ups

USA is leading on top with 74,623, India is on the second position with 15,246, UK is on 6,801 and Canada and Australia are leading below 4000 points.

## 3. Discussions

- **Figure 2:** This graph highlights the growth of the Start-up firms in different states in the year (2022-2023) and the results accentuates that Gujarat, Tamil Nadu and Maharashtra are the 3 states which have maximum number of start-ups in the country where as Haryana, Madhya Pradesh, Telangana, Kerala & West Bengal are the few states which are still lacking behind in terms of new start-up companies.
- **Figure 3:** This graph highlights the maximum number of start-ups that are emerging in a country and the results accentuates that U.S.A is the leading country with maximum number of start-up firms and India is on the second position for the growing start-ups whereas UK is rising slowly and Canada and Australia are still lacking behind in terms of start-up culture [7].
- **Figure 4:** This picture highlights the role of co-operative entrepreneurship on the organisation and its employees in terms of building strong foundation, Power of Collaboration, Shared Decision making & Social Impact [8].

## Conclusion

Start-ups are considered as a future of Indian commerce. They are gradually growing and making profits for the Indian economy. The young entrepreneurs of the start-up firms consider that co-operative environment can be a stepping stone for their business growth. They are adapting various methods to build a work culture where the employees are willing to put their best efforts in the success of the organisation. In today's time, working



environment is considered as an important aspect for the growth of any organisation. Young entrepreneurs realises the importance of a positive and co-operative working environment and the role of team – building in acquiring the employees loyalty and enhancing their productivity. Team – building is a concept which is promulgating in many new start-up firms. They are adapting this concept in building a team in their organisation which can accomplish their desired goals in a collaborative way. There are multiple ideas which these new age firms are adapting to achieve their goals. Such as: Building better communication skills, Interpersonal relationship building, collaborative working, etc. Under this research article, a detailed discussion has been done on the concept of team building and co-operative work environment in enhancing the work productivity of the employees especially in the case of start-ups. The results highlight the importance of employee productivity and their commitment and loyalty for the success of any organisation and the methods like discussions, trust building, innovative learning with the employees will make them more productive and encourage them to put their best efforts and also improve their mental and emotional well-being [9].

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